

Majestic Barrière



fashiontv

AT

CANNES
FILM
FESTIVAL



FashionTV at Majestic Lobby

14-23 May

During the Cannes Film Festival

At the Majestic Hotel Lobby and on the Majestic screens facing Palais de Festivales

14-24 May

7am – 3am FashionTV Lobby Lounge

FashionTV Hosts

Photo Lounge

Screens displaying sponsors and FashionTV Fashion Film nominees

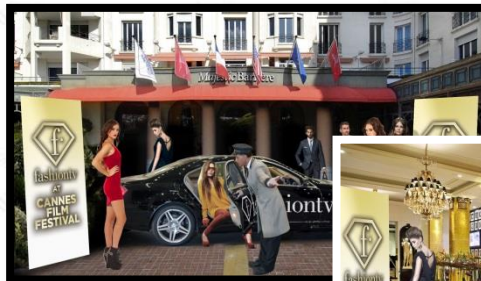


FashionTV at the Cannes Film Festival

21 – 22 May

Majestic Hotel Grand Entrance & Lobby

- Live interviews with celebrities
- Host service provided by FashionTV
- Presentation of product / Brand in lobby of Majestic

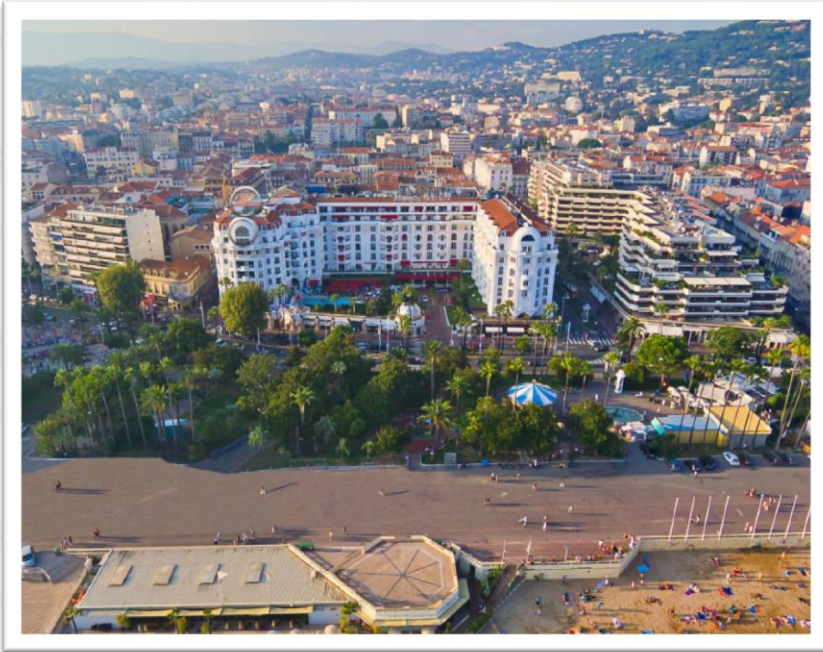


Afternoon to Late – at the Salon de Croisette

21 May – FashionTV Presents Fashion Film Awards in cooperation with YouTube

22 May – FashionTV Model & Photographer Awards in cooperation with FashionTV Sunglasses & Nightlife Awards & 17 Anniversary of FashionTV in cooperation with Fashiontvcafe.com

Majestic Hotel, Cannes, France

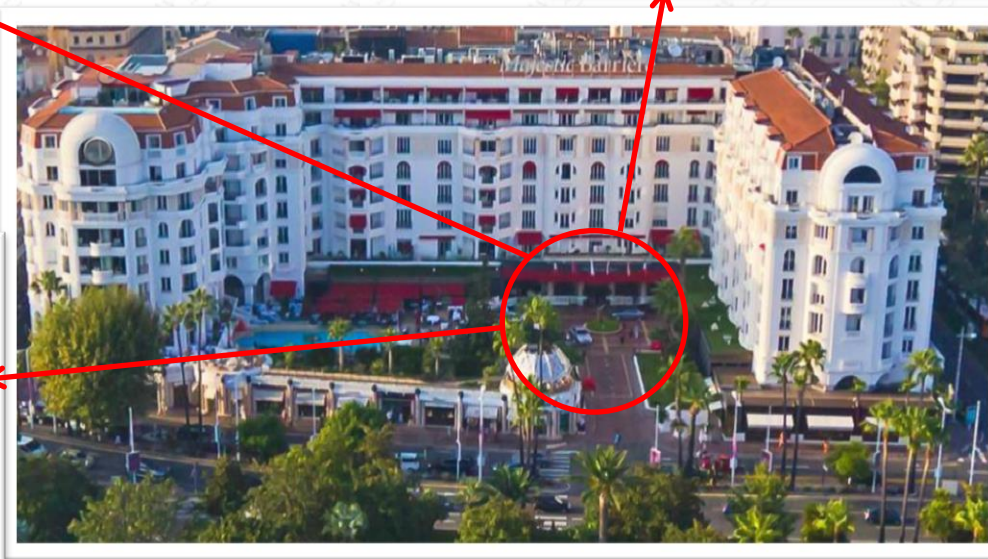
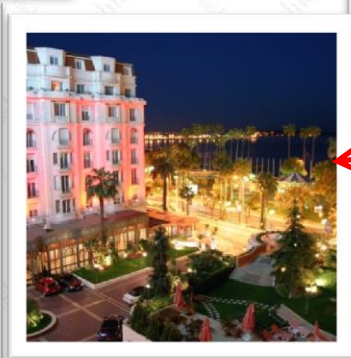


Palais des Festivals

2x FashionTV billboards



Grand Entrance to Majestic



Salon Croisette

21-22 May

FashionTV has the best location during Cannes Film Festival 2014 – Salon Croisette at the Majestic Hotel

Salon Croisette is located right across the Red Carpet facing Palais de Festival with the direct view to the red carpet

The Venue will be transforming into a movie theatre to showcase Nominees of a Fashion Film Festival. The Venue is equipped by latest technology with full sized cinema screen, showing iconic fashion films, which provides a rare opportunity to enjoy movie and event at the same time.



SUMMARY: Grand Entrance
greeting service

Entrance of top guests and
celebrities filmed by FashionTV
To be shown on FashionTV
Internationally and New Media
Channels



fashiontv
AT
**CANNES
FILM
FESTIVAL**



fashiontv
AT
**CANNES
FILM
FESTIVAL**

SUMMARY: Screens showing sponsor logos and FashionTV Fashion Film nominations/ models presenting products of sponsors / interviews with celebrities / product placement for sponsors – to later be shown on all FashionTV New Media Channels and FashionTV Internationally




fashiontv
AT
CANNES
FILM
FESTIVAL


fashiontv
AT
CANNES
FILM
FESTIVAL


fashiontv
AT
CANNES
FILM
FESTIVAL

SUMMARY: In the Salon de Croisette – FashionTV Fashion Films / FashionTV Model & Photographer Awards / Nightlife Awards / 17 Year FashionTV Anniversary



21 May



22 May



22 May



21 May



21 May

FashionTV Presents Fashion Film Awards in cooperation with YouTube

During the Day

Live interviews with celebrities

Host service

Presentation of product / brand in lobby of Majestic

Afternoon to Late – at the Salon de Croisette, Majestic Hotel

FashionTV Fashion Film Awards in cooperation with YouTube:

FashionTV will crown the winners of the FashionTV Fashion Films online nomination in the winner categories

The winners will receive the anticipated FashionTV Fashion Film Award

This will be followed by a celebration party with VIPs, Cocktails and Models



Fashion Film Awards Winner Categories

Best Actor in a Leading Role
Best Actor in a Supporting Role
Best Actress in a Leading Role
Best Actress in a Supporting Role
Best Animated Feature
Best Animated Short Film
Best Cinematography
Best Costume Design
Best Director
Best Documentary Feature
Best Documentary Short Subject
Best Film Editing



Best Foreign Language Film
Best Live Action Short Film
Best Makeup and Hairstyling
Best Original Score
Best Original Song
Best Picture
Best Production Design
Best Sound Editing
Best Sound Mixing
Best Visual Effects
Best Adapted Screenplay
Best Original Screenplay



FashionTV Fashion Films Nominations

Name	Director	Brand/Model	Model	Views	Date Added
L'Invitation au Voyage	Romain Gavras	Louis Vuitton	David Bowie, Arizona Muse	33,813,927	33,812,707
On the Docks	Johnny Green	Jean Paul Gaultier	Jarrold Scott, Riane Ten Haken	98,430	26.09.2013
Gucci Presents: Bamboo Confidential	Gucci	Gucci	Andreea Diaconu	820,407	12.09.2013
Cristiano Ronaldo for Armani Jeans	Johan Renck	Armani Jeans	Cristiano Ronaldo	107,148	04.08.2012
Gisele For H&M	Lachlan Bailey	H&M	Gisele Bundchen	278,617	06.09.2013
PRADA FALL/WINTER 2013	Steven Meisel	Prada	Sophia Ahrens, Freja Beha, Caroline De Maigret, Malaika Firth	138,782	08.07.2013
Breakdown	Anthony Hickox	Anthony Hickox	Caitlin Fowler (story), Anthony Hickox	15	02.10.2012
Shanghai Affairs – Episode 1 by BOSS	Noam Griegst	BOSS	Lin Chiling, Jon Kortajarena	412,636	29.03.2013
Candice Swanepoel California Dreaming	Terry Richardson	Candice Swanepoel	Candice Swanepoel	81,904	18.12.2013
Beauty Story: Bored, blonde, bombshell	Ellen von Werther	Vogue	Chloe Hayward	674	28.06.2013
Le Film - CHANEL N°5	Baz Luhrmann	Chanel	Nicole Kidman	255,575	19.09.2012
M&S Christmas Advert	Johan Renck	Marks & Spencer	Rosie Huntington-Whiteley, Helena Bonham Carter and David Gandy	117,601	10.11.2013
Dsquared2 Pre Collection Fall Winter 2013/14 Womenswear	Senio Zaprunder	Dsquared2	Jasmine Tookes	21,716	24.07.2013
Just Cavalli Fall/Winter 2013-2014	Marco Braga	Just Cavalli	Dominik Bauer, Rodolfo Zanolini, Ben Hunter, Karolina Caune, Julia Frauche and Manon Leloup	18,927	02.07.2013
Street of Dreams	Martin Scorsese	D&G	Scarlett Johansson, Matthew McConaughey	26,076	26.11.2013
An ARTPOP Film	Inez & Vinoodh	Lady Gaga	Lady Gaga	16,842	20.11.2013
"Boys and Girls of Fashion Week"	Justin Wu	Justin Wu		120,397	19.10.2012
Back Damon	Anna Dello Russo	Giorgio Armani	Karolina Kurkova	30,820	29.09.2013
PRADA CANDY L'EAU	Wes Anderson & Roman Coppola	Prada	Léa Seydoux	2,081,230	03.04.2013
PRADA presents "A THERAPY"	Roman Polanski	Prada	Helena Bonham Carter, Ben Kingsley	728,035	22.05.2012
L'Odysée de Cartier	Bruno Aveillan	Cartier		17,374,665	02.03.2012
Bionda Castana Autumn/Winter 2013 Fashion Film.	Benjamin Cox	Bionda Castana	David Gandy	109,040	12.09.2013
PHILIPP PLEIN - MADE IN ITALY	Saku	Philipp Plein	Yasmeen Zuffetti, Caio Cesare	5,821	11.09.2012
Alexander McQueen Spring/Summer 2014	Steven Klein	Alexander McQueen	Kate Moss	127,846	27.01.2014
Women Only	Karl Lagerfeld	Chanel	Cara Delevingne, Lindsey Wixson, Xiao Wen, Soo Joo Park, Julia Nobis, Ming Xi, Edie Campbell, Aymeline Valade & Kati Nescher	86,327	15.07.2013
La Légende de Shalimar	Bruno Aveillan	GUERLAIN	Natalya Vodianova	640,730	28.08.2013
L'Agent by Agent Provocateur: Autumn Winter 2013 Campaign	Penelope Cruz	L'Agent by Agent Provocateur	Irina Shayk, Javier Bardem	1,565,319	01.08.2013
Lady Dior The Film	John Cameron Mitchell	Dior	Marion Cotillard	1,279,025	08.12.2011
Invito Pericoloso	Karl Lagerfeld	Fendi	Cara Delevingne, Saskia De Brauw	9,741	12.09.2013
I found my love in Portofino	Ellen Von Werther	Dior	Jac Jagaciac, Antonio Navas	49,538	29.11.2011

Detailed Video Evaluation

Name	Brand/Model	Date Added	Views	Likes	Dislikes	Comments	Share
L'Invitation au Voyage	Louis Vuitton	07.11.2013	33,825,686	3,732	143	431	N/A
L'Odyssée de Cartier	Cartier	02.03.2012	17,415,012	29,529	722	3,463	N/A
PRADA CANDY L'EAU	Prada	03.04.2013	2,117,481	4,943	117	386	N/A
L'Agent by Agent Provocateur: Autumn Winter 2013 Campaign	L'Agent by Agent Provocateur	01.08.2013	1,662,520	6,190	444	714	N/A
Lady Dior The Film	Dior	08.12.2011	1,291,656	2,708	127	175	N/A
Gucci Presents: Bamboo Confidential	Gucci	11.09.2013	826,928	694	41	82	251
PRADA presents "A THERAPY"	Prada	22.05.2012	734,381	4,110	166	498	N/A
La Légende de Shalimar	GUERLAIN	28.08.2013	668,019	3,415	566	626	3,613
Shanghai Affairs – Episode 1 by BOSS	BOSS	29.03.2013	413,370	323	17	85	N/A
Gisele For H&M	H&M	06.09.2013	297,606	1,468	36	Comments disabled	722
Le Film - CHANEL N°5	Chanel	19.09.2012	271,523	1,990	30	166	1,250
PRADA FALL/WINTER 2013	Prada	08.07.2013	143,781	994	34	127	N/A
Alexander McQueen Spring/Summer 2014	Alexander McQueen	27.01.2014	136,719	800	50	86	1,028
"Boys and Girls of Fashion Week"	Justin Wu	19.10.2012	122,613	1,379	22	138	N/A
M&S Christmas Advert	Marks & Spencer	10.11.2013	118,133	239	14	25	175
Cristiano Ronaldo for Armani Jeans	Armani Jeans	04.08.2012	116,238	397	18	134	N/A
Bionda Castana Autumn/Winter 2013 Fashion Film.	Biona Castana	10.07.2013	113,708	685	4	99	N/A
Candice Swanepoel California Dreaming	Candice Swanepoel	18.12.2013	111,398	648	6	44	N/A
On the Docks	Jean Paul Gaultier	26.09.2013	103,375	435	11	42	376
Women Only	Chanel	15.07.2013	89,134	1,155	39	172	384
I found my love in Portofino	Dior	29.11.2011	56,869	251	9	14	N/A
Back Damon	Giorgio Armani	29.09.2013	31,184	127	6	16	137
Street of Dreams	D&G	26.11.2013	29,811	300	5	29	225
Dsquared2 Pre Collection Fall Winter 2013/14 Womenswear	Dsquared2	24.07.2013	22,651	45	8	3	N/A
Just Cavalli Fall/Winter 2013-2014	Just Cavalli	02.07.2013	19,414	84	62	38	85
An ARTPOP Film	Lady Gaga	20.11.2013	19,015	181	6	9	N/A
Invito Pericoloso	Fendi	12.09.2013	10,132	72	13	2	48
PHILIPP PLEIN - MADE IN ITALY	Philipp Plein	11.09.2012	6,007	36	0	2	33
Beauty Story: Bored, blonde, bombshell	Vogue	28.06.2013	821	14	1	5	6
Breakdown	Anthony Hickox	02.10.2012	73	0	0	0	0

22 May

 fashiontv
SUNGLASSES



fashiontv
AT
CANNES
FILM
FESTIVAL



fashiontv
AT
CANNES
FILM
FESTIVAL



 fashiontv
PRESENTS
MODEL AWARDS
COOPERATION WITH
FASHIONTV
SUNGLASSES

 fashiontv
SUNGLASSES



22 May



22 May

FashionTV Model & Photographer Awards in cooperation with FashionTV Sunglasses & Nightlife Awards & 17 Anniversary of FashionTV in cooperation with Fashiontvcafe.com

During the Day

Live interviews with celebrities

Host service

Presentation of product / brand in lobby of Majestic

Afternoon to Late – at the Salon de Croisette, Majestic Hotel

Night

FashionTV will crown the best models & photographers with the FashionTV Model Awards

The models will present multiple Catwalk looks to guests enjoying cocktails and music

Nightlife Awards: The best clubs selected from around the world will receive the anticipated Nightlife Award

17 Year FashionTV Anniversary in cooperation with Fashiontvcafe.com: Celebration of FashionTV's success over the year, top trend stories, top designers, top models all celebrate FashionTV over 17 Years



Sponsorship Offer

The Salon de Croisette is available to Sponsors for:

1. Celebrity product introduction
2. Celebrity gifting
3. Product Placement
4. Cocktail Reception
5. Fashion Show
6. Models displaying your product in the lobby of Majestic Hotel – seen by all celebrities

All to be filmed, promoted, advertised on FashionTV and FashionTV New Media Channels



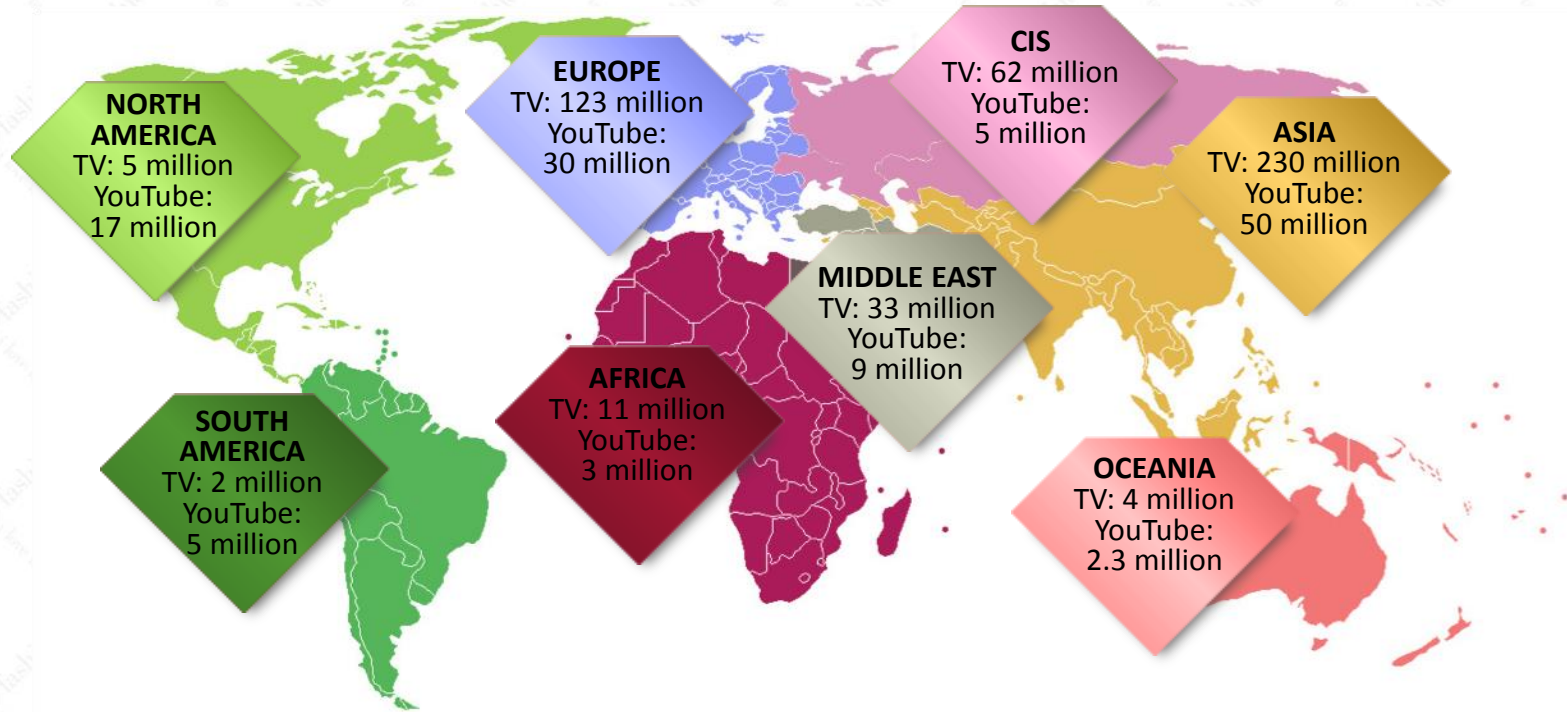
Sponsorship Package

Benefits for the Sponsor

	Bronze	Silver	Gold
Brand logo on photo call	✓	✓	✓
Brand logo in printed materials	✓	✓	✓
Reference and logo in PR	✓	✓	✓
Sponsor welcome desk Majestic		✓	✓
Exposure @ Majestic (product display & visuals)		✓	✓
Invitations for selected press			✓
Sponsor presentation to guests			✓
Invitations to events	20	30	40
Sponsor exclusivity	Max 2	✓	✓
Airtime on FashionTV worldwide	150 min	250 min	350 min
Screens for advertisement inside Majestic Hotel	✓	✓	✓

* Subject to modification

FashionTV TV Distribution number of Households vs YouTube Annual Views



FashionTV

TV: 7 MILLION PUBLIC PLACES

24/7 TELEVISION NETWORK

TV: 500 MILLION HOUSEHOLDS

BIGGEST FASHION LIFESTYLE PROGRAM

FOCUSED EXCLUSIVELY ON FASHION,
BEAUTY, TRENDS

YOUTUBE: 20 MILLION MONTHLY VIEWS

FACEBOOK: 3.2+ MILLION LIKES

GOOGLE+: 3.3 MILLION LIKES



 fashiontv

 FashionTV LIVE Stream 24/7





©&® fashiontv

21

To **VOTE** for your favorite
Fashion Film
please visit



[FashionTV Fashion Film Awards](#)

For more information
please contact

Victoria@ftv.com